

Rep Order# 7913334 Ver# 5 Mod# 2 Status Confirmed

Traffic Order# 25398 Last Received: 10/19/2012 9:14 AM

Showing Buylines: All Lines

Printed: 10/19/2012 12:06 PM

1 of 5

Station KSL-TV SALT LAKE CITY

Advertiser () NRCC-NATL REPUB CONG

Product NRCC IE 2012

Estimate# 3420

Buyer TRACEY ROBINSON

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm () WASHINGTON
815 SLATERS LANE Sales Office () JAMIE ANDRUS
ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
Agency C/P1/P2/E 155426/3420
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks Salesperson Phone# 202-872-1155
Salesperson FAX#

- CONTRACT COMMENT -

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER. KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	F			KSL 5 NW TDY 1	:30	\$115.00	10/19-10/19	1	1	1	\$115.00	
Rating: 0.7												
2	M			KSL 5 NW TDY 1	:30	\$115.00	10/22-10/22	0	0	0	\$0.00	
Rating: 0.7												
3	TU			KSL 5 NW TDY 1	:30	\$115.00	10/23-10/23	0	0	0	\$0.00	
Rating: 0.7												
4	W			KSL 5 NW TDY 1	:30	\$115.00	10/24-10/24	0	0	0	\$0.00	
Rating: 0.7												
5	TH			KSL 5 NW TDY 1	:30	\$115.00	10/25-10/25	0	0	0	\$0.00	
Rating: 0.7												
6	TU			KSL 5 NW TDY 2	:30	\$525.00	10/23-10/23	0	0	0	\$0.00	
Rating: 2.1												
7	F			TODAY SHW	:30	\$700.00	10/19-10/19	0	0	0	\$0.00	
Rating: 2.8												
8	M			TODAY SHW	:30	\$700.00	10/22-10/22	0	0	0	\$0.00	
Rating: 2.8												
9	TU			TODAY SHW	:30	\$700.00	10/23-10/23	0	0	0	\$0.00	

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EC'd Yes

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Station KSL-TV SALT LAKE CITY

Advertiser ()NRCC-NATL REPUB CONG
Product NRCC IE 2012

Estimate# 3420

Buyer TRACEY ROBINSON

Phone# Fax#

LT Ln Day Time Program

Agency ()NATIONAL MEDIA RESEARCH PLANNING	Rep Firm ()WASHINGTON						
815 SLATERS LANE	Sales Office ()JAMIE ANDRUS						
ALEXANDRIA, VA 22314	Salesperson ()JAMIE ANDRUS						
Agency CP1/P2/E 155/426/3420	Salesperson Phone# 202-872-1155						
Flight Dates 10/19/2012 - 10/25/2012	Salesperson FAX#						
Hiatus Weeks							
Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 1.8	21	W	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	10/24-10/24	0	0	0	\$0.00
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Rating: 1.8	22	TH	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	10/25-10/25	0	0	0	\$0.00
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Rating: 1.6	23	F	4P-5P	KATIE COURIC	:30	\$300.00	10/19-10/19	1	1	1	\$300.00
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Rating: 1.6	24	M	4P-5P	KATIE COURIC	:30	\$300.00	10/22-10/22	0	0	0	\$0.00
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Rating: 1.6	25	TU	4P-5P	KATIE COURIC	:30	\$300.00	10/23-10/23	0	0	0	\$0.00
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Rating: 1.6	26	W	4P-5P	KATIE COURIC	:30	\$300.00	10/24-10/24	0	0	0	\$0.00
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Rating: 1.6	27	TH	4P-5P	KATIE COURIC	:30	\$300.00	10/25-10/25	0	0	0	\$0.00
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Rating: 2.0	28	F	630P-7P	GAME DAY FRIDAY	:30	\$500.00	10/19-10/19	1	1	1	\$500.00
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Rating: 2.0	29	SU	4P-430P	SUN 4P NEWS	:30	\$225.00	10/21-10/21	0	0	0	\$0.00
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Rating: 6.9	30	SU	930P-10P	KSL NFL EDITION	:30	\$1,100.00	10/21-10/21	0	0	0	\$0.00
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Rating: 5.7	31	SA	10P-1035P	KSL5NWS-10P SA	:30	\$2,200.00	10/20-10/20	0	0	0	\$0.00
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Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3420
Buyer TRACEY ROBINSON
Phone# Fax#
Fax#
LT In Day Time Program
--- --- --- ---
Rating: 7.4

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P/I/P2/E 155426/3420
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Rating:	Line	Length	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
3.5	33 E	:30	\$800.00	10/19-10/19	2	1	2	\$1,600.00	
3.5	34 M	:30	\$800.00	10/22-10/22	0	0	0	\$0.00	
3.5	35 TU	:30	\$800.00	10/23-10/23	0	0	0	\$0.00	
3.5	36 W	:30	\$800.00	10/24-10/24	0	0	0	\$0.00	
3.5	37 TH	:30	\$800.00	10/25-10/25	0	0	0	\$0.00	
2.8	38 SA	:30	\$600.00	10/20-10/20	0	0	0	\$0.00	
2.8	39 M-TH	:30	\$800.00	10/22-10/25	0	0	0	\$0.00	
40 M-TH	630P-7P NEWS Buyline Comment: 1/DAY	:30	\$900.00	10/22-10/25	0	0	0	\$0.00	
41 M-TH	3P-4P DR PHIL	:30	\$175.00	10/22-10/25	0	0	0	\$0.00	
42 M-TH	1P-2P TODAY SHOW 3	:30	\$325.00	10/22-10/25	0	0	0	\$0.00	

